

Speaker Biographies

“A Conversation about Packaging: Opportunities and Challenges”

12/12/13 CalRecycle Workshop



Lori Lewis, Facilitator, US EPA Region 9

Lori Lewis has worked for the U. S. Environmental Protection Agency in the San Francisco regional office since 1986. She works with both internal and external groups to have conversations that create deeper learning and resolve environmental issues and concerns. She is an anthropologist by training and is intrigued in figuring out how people can adapt to change and broaden their thinking in a chaotic world. When not assisting groups she can be found cycling the world.



Cynthia Dunn, Senior Integrated Waste Management Specialist, CalRecycle

Cynthia is a senior specialist at CalRecycle with a lead role in the department's efforts related to increasing the source reduction and recovery of packaging in California. With almost 15 years in the environmental field in both the private and public sectors, Cynthia has worked extensively in the areas of extended producer responsibility, household hazardous waste, universal waste, and commercial recycling. Cynthia received her Bachelor's of Science from San José State University in Environmental Studies with a minor in Packaging Technologies.

PANEL #1: “Sharing Perspectives on the Problem”



Eben Schwartz, Marine Debris Program Manager, California Coastal Commission

A staff member of the California Coastal Commission since 2000, Eben Schwartz runs Marine Debris and Public Outreach programs for the Public Education Program. Eben directs California Coastal Cleanup Day, California’s largest volunteer event, as well as the year-round Adopt-A-Beach Program. In these roles, Eben works with hundreds of non-profit organizations, local government agencies, and corporate sponsors to coordinate beach and inland shoreline cleanups as well as take actions that will reduce the need for cleanups in the future. Eben serves as the Chair of the Marine Debris Action Coordination Team for the West Coast Governors’ Alliance on Ocean Health, which has drafted an overall strategy to be used as guidance for comprehensive marine debris programs in Washington, Oregon, and California. Eben served as the Chair of the California Ocean Protection Council’s Marine Debris Steering Committee, in which role he helped craft and pass the Council’s Resolution on Marine Debris and its corresponding Implementation Strategy. Prior to his work with the Coastal Commission, Eben worked in conservation programs at the Sierra Club, at both the local and national levels. Eben recently completed a two-year program as one of the inaugural members of the Aspen Institute’s Catto Fellowship, designed for emerging leaders in the environment and energy sector. Eben holds a BA from Johns Hopkins University.



Keith Fanta, Section Head, Packaging Sustainability, Procter & Gamble

Keith Fanta has worked at Procter & Gamble for 13 years in R&D covering product development, business franchise, and packaging development and design. He is currently working in the global packaging sustainability organization where he leads a global network of packaging engineers who work on integrating packaging sustainability into all businesses and all regions. He is also heavily involved externally

with groups like Ameripen, the SPC, PacNext, and the APR to help drive sustainable packaging issues while continuing to communicate the importance of packaging to the overall product lifecycle.



Steve Alexander, Executive Director, Association of Postconsumer Plastics Recyclers

Steve Alexander is Executive Director of the Association of Postconsumer Plastic Recyclers, a Washington, DC based trade association whose members represent more than 95% of the processing capacity for postconsumer plastics in North America. In addition, he is the President and founder of The CMR Group, a Government Relations and Public Affairs Consulting firm in Washington, DC. CMR serves as the management arm of the Association of Postconsumer Plastic Recyclers. Prior to forming CMR, Mr. Alexander spent more than 20 years representing corporate and association clients on Capitol Hill and in State Houses across the country, including 10 years with Eastman Kodak Company, where he specialized in environment, technology and appropriations issues. He is a graduate of the University of Rhode Island, and holds an MBA from the Sellenger School of Business at Loyola College in Baltimore, Maryland. salexander@cmrgroup4.com

PANEL #2: “Addressing the Concerns”



Danielle Peacock, Project Manager, Sustainable Packaging Coalition

Danielle Peacock is a Project Manager with GreenBlue's Sustainable Packaging Coalition. In this role, she provides project management for the How2Recycle Label and Industry Leadership Committee on Meaningful Marketing Claims. She also provides project support to COMPASS life cycle assessment software, the Essentials of

Sustainable Packaging, and a variety of other GreenBlue activities. Danielle joined GreenBlue in 2011 after receiving her Master of Public Administration from the University of North Carolina.



Justin Lehrer, Program Manager, StopWaste.org

Justin Lehrer is a program manager at StopWaste, a public agency in Oakland, California and has almost 20 years' experience working with both the private and public sectors to meet and exceed sustainability goals. Currently, Justin manages business assistance programs aimed at reducing and preventing waste and unnecessary packaging, and has been leading the Use Reusables campaign (UseReusables.com) since 2007 to help business transition to reusable transport packaging with free consulting, training workshops and funding assistance. Prior to his work at

StopWaste, Justin was an environmental consultant with Booz Allen Hamilton, and county recycling coordinator for the County of San Mateo. Justin served on the Board of Directors of the Northern California Recycling Association from 2004-2008. He graduated from the University of Vermont and holds a Bachelor's degree in Integrated Natural Resources and Business Administration.



Rob Kaplan, Director, Product Sustainability, Wal-Mart

As a Director of Product Sustainability for Walmart Stores Inc., Rob Kaplan drives product and supply chain innovation by integrating sustainability and business strategy. He leads sustainability strategy and implementation for the Consumables and Health & Wellness businesses, including categories such as personal care, household chemicals, beauty, pharmaceuticals, and over-the-counter. In addition, he is responsible for packaging, direct farm, and liaison with Europe, Canada, and Africa. Rob previously

managed cross-functional efforts to eliminate 20 million metric tons of greenhouse gas from the supply chain. Prior to joining Walmart, Rob helped lead corporate responsibility and brand strategy for Brown-Forman Corporation, producer and

marketer of spirits brands such as Jack Daniel's. He developed marketing strategies to engage consumers, improve social and environmental performance, and advance business objectives.

Rob received his MBA from the Haas School where he studied marketing, corporate responsibility, and social entrepreneurship. Prior to graduate school, Rob was State Communications Director for Fight Crime: Invest in Kids California and a political consultant for M&R Strategic Services in Washington, DC. Rob received his undergraduate degree in political communication from the George Washington University where he learned that perception is reality.



**Lovonne Mallory, Packaging Program Strategist,
Global Operations Team, Dell**

Lovonne Mallory is the packaging program strategist for Dell packaging engineering, responsible for research packaging development strategies. Support by interlocking and driving innovation for sustainability and packaging implementation through the global and retail packaging governance forum; partnered with Dell Canada team in developing packaging waste regulations. Lovonne holds a Bachelor of Science in Business Administration and a Master's of Science in

Management degree both in the concentration of Project Management from Colorado Technical University. Currently as a 3rd year doctoral student, she is seeking a Doctor in Business Administration from the University of Phoenix.

**PANEL #3: "Considerations for Packaging Recovery in the Uniquely Californian
Landscape"**



**Malaika Thorne, Sustainability Program Manager,
Recology**

Malaika Thorne is the Sustainability Program Manager for Recology. She is project manager for Recology's zero waste initiative in San Francisco and coordinates the technology and sustainability teams

working with the City. Her work experience includes energy project development, technology startups and management of youth empowerment programs. Malaika has a BA from Brown University and an MBA from the MIT Sloan School of Management.



Kevin DeWhitt, CTO and Founder, Agilyx

Mr. DeWhitt is the Founder and Chief Technology Officer for Agilyx Corporation. Prior to founding Agilyx, he worked for 20 years in the analytical chemistry industry for a number of federal and independent laboratories. Having worked in the field of thermolytic/pyrolytic science for the past 13 years, he has been able to leverage his education and experience to invent and further develop the (now patented) Anaerobic Thermal Reclamation (ATR) process. He has been working exclusively on perfecting the ATR process for the past nine years.

Mr. DeWhitt holds two Bachelor of Science degrees in Chemistry and Physics from Oregon State University, spent an additional year studying Physics at the University of Stuttgart in Germany and returned from Germany to study Chemistry in Oregon State University's graduate degree program for one year before beginning his professional career.



Kevin Barnes, Solid Waste Director, City of Bakersfield

Kevin Barnes is the Solid Waste Director for the City of Bakersfield. He has managed public and private waste collection systems for 30 years. He has been on all three sides of the fence – an independent family owned company, a national waste service corporation, and two city operations. His education is in Environmental Engineering and Business/Management. As he grew up in the family trash business, he started his first recycling venture at eight years old. His problem solving approach

has led to some industry improvements, including two refuse truck patents. During recent years in Bakersfield, he has handled a wide range of environmental projects, including recycling, composting, and air pollution reduction. With all the new

challenges related to air pollution, he says he used to be a garbage man but now he's an airhead. He has recently formed a compost industry team to develop a "new generation" compost facility system to reduce air pollution while greatly increasing organic waste diversion in Central California.

PANEL #4: "Some Thoughts on Next Steps"



Leila Monroe, Senior Attorney, Oceans Program, NRDC

Leila Monroe is a senior attorney in the Oceans Program at the Natural Resources Defense Council (NRDC). Ms. Monroe works at the state, national and international levels on a range of issues including: ocean governance, ecosystem-based management of new industrial uses of the ocean, marine protected areas, shark conservation and marine plastic pollution. She has worked for numerous federal agencies, non-governmental organizations, and private social enterprises. She

received a Juris Doctor from Georgetown University Law Center with a focus on international and environmental law and a Bachelor's of Science in Foreign Service with a focus on International Politics and Security Studies from Georgetown's School of Foreign Service.



Paul Gardner, Executive Director, Recycling Reinvented

Paul Gardner served as a state legislator in the Minnesota House of Representatives from 2007 to 2011. During his two terms serving six suburban communities north of St. Paul, Gardner authored successful legislation to protect and conserve drinking water, reduce solid & hazardous waste, increase recycling, prevent copper and scrap metal theft, and reduce prescription drug waste in the health care sector. From 1997 to 2006 Gardner served as Executive

Director of the Recycling Association of Minnesota (RAM) in St. Paul. At RAM, he carried

out successful and cost-effective statewide media campaigns to highlight the economic and environmental benefits of recycling. Gardner holds a B.A. in history with a concentration in Russian and East European Studies from Grinnell College of Grinnell, Iowa and a Masters of Public Affairs from the Humphrey School of Public Affairs at the University of Minnesota.



Mark Murray, Executive Director, Californians Against Waste

Mark Murray is the organization's lead advocate and oversees the operation of both Californians Against Waste and Californians Against Waste Foundation. Mark joined the organization in 1987 and was appointed the Executive Director in 1994. Mark is recognized as one of the environmental communities leading experts on waste prevention and recycling policies. Over the past 20 years, Mark has helped draft many of California's solid waste and recycling laws. Mark has served on numerous local, state and national environmental advisory boards and commissions. Mark attended [Humboldt State University](#) on California's northcoast, where he gained an appreciation for the natural environment, along with a great education. When Mark is not working to save the planet, he can be found playing with his three children. Mark is also an [avid long distance runner and triathlete](#). He has completed more than 30 marathons and ultra-marathons. In 2005, he finished 15th at the National 50k Trail Championships, and won the Clarksburg 20 miler.



Donna Dempsey, Executive Director, AMERIPEN

The Executive Director of AMERIPEN, Donna Dempsey is a public affairs and association executive with almost two decades of experience as an influential force behind public policy and voluntary initiatives for trade associations. Ms. Dempsey has represented the packaging industry in various venues. She has appeared on national and local radio programs, and she has been quoted in a range of publications. As an executive director for over a decade to two groups, she has provided tactical and strategic leadership for programs and policies,

including public and government relations efforts. An accomplished coalition leader, she has worked successfully with related associations, members, government representatives and public service organizations to promote and implement "reduce, reuse and recycle" programs in various cities. Ms. Dempsey is also a Keep Pennsylvania Beautiful Board Member.